

TO: Regional EJ Program Managers and Coordinators
FR: Charles Lee, Matt Tejada and Althea Moses
RE: Strategic Messaging for National EJ Program and EJ Annual Report
DATE: September 26, 2017

This memo is intended to provide direction on developing a strategic message regarding our EJ program work as we look to develop a narrative for the EJ annual report. There are two aspects of this: (1) EPA-State Collaborations that produce results in communities, and (2) work that advance four major themes of the national EJ program.

I. EPA-State Collaborations

As Matt Tejada has shared, partnership with states will be one of the priorities for the new OP leadership. Highlighting strong EPA collaborative efforts with states that produce tangible benefits for underserved and overburdened communities would be key to crafting a strategic message to the new leadership and help articulate a direction to advance our work over the next several years. We also want to build on the intent and message of the four slides in Althea Moses' PPT on the EJ program for the transition process (see attached).

There are many examples of this work and have identified some important ones in conversations with regions. We are requesting that each region identify and write up one or two such examples per region, with each example being about two paragraphs in length. If possible, please highlight the following items in the place-based examples:

- Description of community (demographics, type, etc.)
- Environmental, health or economic issues of concern
- Some key strategies employed, actions taken, and benefits for communities
- Major EPA programs involved (EJ, Brownfields, Superfund, Air, Enforcement, Water, Urban Waters, Sustainable Communities, etc.)
- Joint planning with states
- Best practices which can be shared

Examples of how to describe this work can be found in the write ups on community based accomplishments for the Plan EJ 2014 progress report (2012). These are attached in a zip file and can be found on SharePoint at [EJ 2014 Regional Write Ups](#).

We are requesting that each region identify and write up one or two such examples per region. Using the model provided in the Plan EJ 2014 progress report, these are meant to be two paragraphs in length. These would help to connect with new leadership, especially at the regional level. Ultimately, we would like to showcase the many examples of good EPA-state place-based collaborations that produce results for communities.

As you know, instead of a stand-alone EJ 2020 report for FY 2017, we are incorporating the commitments of EJ 2020 in the annual EJ Progress Report put together by OEJ. This conforms with the fact that we are continuing to implement the commitments in EJ 2020 while the new agency leadership decides on how they want to proceed with the plan. The write ups we are requesting incorporate many of the elements in EJ 2020's state strategy. In addition, regions should identify other examples to strengthen your narrative when you discuss the impact of your region's EJ work with your respective leadership.

Work that advances four areas of EJ program

We are requesting that regions provide examples of work that advance our goals regarding the four pillars of the national EJ program. These focus areas are:

1. Direct work in communities
 - a. EJ grants, technical assistance, trainings, etc.
2. Partnerships with Federal Agencies, States, Tribes and Local Government
 - a. Trainings, joint planning, identification of best practices, convenings, workshops/meetings
3. Achieving measurable environmental outcomes
 - a. Efforts that advance work in lead, drinking water, fine particle air pollution, and hazardous waste sites
4. Integration EJ into EPA policies, programs and activities
 - a. Use of EJSCREEN, regional implementation plans for outreach in permitting, enforcement targeting, emergency response, etc.

Please choose at least one of the focus areas noted above and provide an example that speaks well to that topic. There is no limit to the examples that you can share - if you have more, please share them. The goal is to demonstrate the great work that regions are doing to advance EPA's national EJ program.

Please provide first drafts by October 13, 2017. This gives us time to review and edit as needed.